Partial Translation of Reference 1

Jpn. Pat. Appln. KOKAI Publication No. 2002-024276

Filing No.: 2000-207113
Filing Date: July 7, 2000
Applicant: KOIZUMI NOBORU
Priority: Not Claimed
KOKAI Date: January 25, 2002
Request for Examination: Not filed
Int.Cl.: G06F 17/30
G06F 13/00
G06F 17/60

[A]
Column 5, Line 39 to Line 49

[0010] Information on the possessor of a cell phone, including, for example, attributes such as name, address, phone number, age, profession, place of work, hobby and background is recorded/stored in a user database in advance. On the other hand, on the management server side, information to insert, for example, at least one advertisement is recorded/stored in advance. When the user accesses the management server by using the cell phone, the method specifies the user currently accessing the management server from the user database, inserts the advertisement matching the user attributes by selecting from the information database, and displays the advertisement on the screen of the cell phone. In this manner, the advertisement relevant to the user can be displayed, which increases advertising efficiency.

[B]
Column 12, Line 8 to Column 15, Line 1

[0035] In order to make an access to the management server 20, as shown in FIG. 9, the user of the cell phone 10 enters the URL (Uniform Resource Locator) of the management server 20 directly, or it is accomplished through a link (step S11). Incidentally, access to the management server 20 can be readily performed from the second time on by putting a bookmark on the URL of the management server 20. The first access to the management server 20 is accomplished by connecting with an enrollment guidance page (step S12). Then, the management server 20 sends information concerning the enrollment to the cell phone 10. On the liquid crystal display 12 of the cell phone 10, a screen 12a depicted in FIGS. 9 and 10(a) appears (step S13). When the user fills in required items presented on the screen and then clicks on a given button (step S14), the information is sent back to the management server 20 (step S15). The management server 20 carries out data delivery/reception process (step S16) and a reception completion screen 12b is displayed on the liquid crystal display 12 (step S17). At this time, the user of the cell phone 10 places

a bookmark on the URL of the page of the reception completion screen 12b (step S18). The information about the user filled here is sent to the user database 31, where a prescribed ID is assigned to the information, and the information with the ID is recorded/stored. The ID and URL information are encrypted and recorded in the URL of the page of the reception completion screen 12b. More specifically, the ID and URL information are recorded such as http:/www.abc.co.jp/UID=1234/~. In this URL, "1234" is the user ID and "~" is the URL information. Since the ID is included in the URL information, by having the URL beforehand bookmarked, the management server 20 can readily recognize this user's next access. However, note that the part of the user ID and the following parts in the URL information should preferably be encrypted for security.

[0036] Subsequently, the user fills in an enrollment form delivered by mail or by return e-mail from the management server 20 and sends back the form to the management server 20. Then, the operator of the management server 20 completes a predetermined membershipping process. Thereafter, as shown in FIG. 11, when the user accesses the management server 20 using the bookmark registered in step S18 (step S21), encrypted information, including the URL of the management server 20 and the ID of the user of the cell phone 10, is sent to the management server 20 (step S22). The management server 20 then decodes the encrypted ID to specify the ID (step S23). The management server 20 identifies from the user database 31 the user of the cell phone 10 currently being in access using the decoded ID, and selects at least one of the advertisements recorded in the information database 33 from attributes such as age and hobby of the user (step S24).

[0037] The selected advertisement is added as a banner advertisement to the information provided by the management server 20, and this information with the banner advertisement is sent to the cell phone 10 (step S25) and displayed at the upper portion of the liquid crystal display 12. The management server 20 records access history at this time in the history database 35 (step S26). Here, 12c indicated in FIG. 11 represents a screen displayed on the liquid crystal display 12. As shown in FIG. 11, typical search engines and sites are displayed on the liquid crystal display 12. Further, a mark 20a is attached to the inserted advertisement, indicating that the advertisement is inserted by the management server 20. In addition, there is given a points display section 20b from which the user can check current points the user has earned so far, and the user can be privileged by a point withdrawal button (not shown).

[0038] The selected advertisement can be displayed in a different way. For example, when shifting from a page including web site 5, 5 to another page, the management server 20 rewrites, by a script, part of URL information requested for access by a script, and displays an advertising page with advertisements using a full screen. In this case, the user may jump to the page that the user initially desired to access after a certain time has elapsed or by clicking a given portion indicated by an icon on the displayed advertising page. With this configuration, it is possible to display advertisements until the desired page is displayed.

[0039] Next, as shown in FIG. 12, if the user of the cell phone 10 selects a search engine A on the screen 12c displayed on the liquid crystal display 12 (step S31), the management server 20 receives the URL of the search engine A and the ID of the user of the cell phone 10 in an encrypted state (step S32). Thereupon, the management server 20 decodes the encrypted URL information and ID to identify the both (step S33). The decoded URL information enables the management server 20 to access the site of the search engine A (step S34). At the same time, the management server 20 identifies from the user database 31 the user of the cell phone 10 currently being in access using the decoded ID, and selects at least one of the advertisements from the information database 33, based on attributes such as age, hobby and background of the user (step S35). Subsequently, from the web site 5, page information of the search engine A is sent to the cell phone 10 via the management server 20 (step S36), and at the management server 20, the selected advertisement is inserted into the page information and sent to the cell phone 10 (step S37). Consequently, a screen 12d shown in FIG. 12 is displayed on the liquid crystal display 12. This access history information also is recorded in the history database 35 (step S38).

[0040] Then, when the user enters a keyword for a search into a keyword entry field displayed on the screen 12d and clicks on "search start", as shown in FIG. 13, encrypted URL information, ID and user input information (keyword) are sent to the management server 20 (step S41). Upon receiving these items of information, the management server 20 decodes the encrypted URL information and ID, thereby identifying the URL of the search engine A and the ID of the user (step S42). Thereafter, the management server 20 instructs the search engine A to start a search based on the input keyword with respect to the search engine A (step S43). In response, the search engine A sends a search result to the management server 20 (step S45). On the other hand, the management server 20 identifies from the user database 31 the user of the cell phone 10 currently being in access using the decoded ID, and selects at least one of the advertisements from the information database 33, based on attributes such as age and hobby of the user, access history information from the history database 35, and the keyword given to the search engine A (step S44). Then, the management server 20 inserts the advertisement selected by the server 20 into the search result information at the search engine A, and sends the advertisement information to the cell phone 10 (step S46). Consequently, a screen 12e shown in FIG. 13 is displayed on the liquid crystal display 12. This access history information also is recorded in the history database 35 (step S47).

[0041] On the other hand, when the user of the cell phone 10 clicks the advertisement inserted by the management server 20 (step S51), the URL of the web site 5 of the advertiser and the ID of the user of the cell phone 10 are encrypted, and the encrypted URL and ID are sent to the management server 20 (step S52). Upon receiving the encrypted URL and ID, the management server 20 decodes them, thereby identifying the URL of the search engine A and the ID of the user (step S53). Then, the management server 20 accesses

the web site 5 of the advertiser by the decoded URL information (step S54). Meanwhile, the management server 20 identifies from the user database 31 the user of the cell phone 10 currently being in access using the decoded ID, and selects at least one of the advertisements recorded in the information database 33, based on attributes such as age and hobby of the user, access history information from the history database 35, and the keyword given to the search engine A (step S55). From the web site 5 of the advertiser, page information is sent to the cell phone 10 via the management server 20 (step S56), and at the management server 20, the selected advertisement is inserted into the page information and sent to the cell phone 10 (step S57). Consequently, a screen 12f shown in FIG. 14 is displayed on the liquid crystal display 12. This access history information also is recorded in the history database 35 (step S58). Here, an outline flowchart of the above-described steps is represented in FIG. 15. Incidentally, since it is not very meaningful from a commonsense standpoint to insert an advertisement additionally into a page of the advertiser, in step S55, it is possible to stop inserting advertisement into a given page where the user has reached by clicking an inserted advertisement.

[C]
[FIG. 12]
5: Web site 1, Search engine A
10: Cell phone
20: Management server
S31: Select "search engine A" at membership top page, or read a bookmark of the search engine A via management server.
S32: URL + added information (encrypted)
* added information includes ID and URL of web site 1
S33: Decode the added information
S34: URL of web site 1
S35: Matching process (a process of selecting information suitable for a relevant ID register)
S36: Page information designated by URL
S37: Page information designated by URL + matched information
S38: Record
12d: Car is...
Watch is ...
Screen of search engine A
Enter Keyword
Start search